MARLBORO GEAR TRUCK
MARKET CHECK REPORT

Store Name: _____ Trade Class: _____

Address: _____ CPW: _____

_____ Date: _____

Phone: _____ Time: _____

City/Market: _____ Pack Outlet ____ Carton Outlet ____

Van Crew Name(s): _____

_____

Van Crew(s) Appearance/Consumer Dialog/Enthusiasm: _____

_____

_____

Were you asked the following questions:

Are you a smoker	____ Yes	____ No
Would you fill out a survey	____ Yes	____ No
Were you asked to purchase multiple packs or cartons of Marlboro in exchange for incentives	____ Yes	____ No

Store Location (high traffic/visibility potential): _____

Parking Lot Location (near entry/exit): _____

Van Crew(s) Location (behind or in front of kiosk): _____

Van & Kiosk Appearance: _____

Was Interior and Exterior P.O.S. Displayed: _____

_____

Were Incentive Items merchandised on Grids with Offer Signs: _____

_____

Overall Program Comments/Suggestions: _____

_____

_____

_____

Prepared by: _____

Date: _____

Please send to Claire Person, NYO.

WHITE – Brand CANARY – Events PINK – Powerforce, Chicago GOLDENROD – Powerforce, Marketing Manager

70432

70432

Source: https://www.industrydocuments.ucsf.edu/docs/khgy0003

2061186582